

ABSTRACT OF THE DISCLOSURE

In a sales support information providing method, an answer request is transmitted to salesperson terminals, the answer request requesting each terminal to input an answer choice to a selling method contained in the request. Answer data from the terminals are received, the answer data of each terminal containing an answer choice input by one of salespersons for the selling method. The respective answer data corresponding to the salespersons are stored cumulatively as an answer file, the answer file containing records which correspond to the answer data of the salespersons respectively. Each record of the answer file is extracted to increment each of total counts for one or more of predetermined attributes which are met by a corresponding one of the salespersons for the extracted record. Results of the total counts for one or more of the predetermined attributes are transmitted to the salesperson terminals which are related to the selling method.